



D. M. 11/20/92
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S. R. M. 1 1 1
S. A. M. DD 12/2/92

December 1, 1992

M.A. YOUNG
Regional Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

TO: G. B. Brown
J. H. Casey
L. S. Justo
J. A. Miller
R. J. O'Rourke

DAWN
Your comments?
JOE

RE: 1st Quarter 1993 Work Plan

Gentlemen:

In many cases, retail buy-downs have proven to be very effective in chains. The potential for "rip-off" is minimal.

Any 1st Quarter buy-downs (in chains), must be funded from our Work Plan budget. We may be able to utilize buy-downs in lieu of coupons, as the process is much less labor intensive. Rather than ordering your planned 1st Quarter coupons, we will have the option of substituting buy-downs.

If you have a chain that is honest when working a buy-down, I will need to know which previously planned coupons will not be ordered to fund the program.

If you have no need to work a 1st Quarter buy-down, simply return the attached form showing your Division and "none" under the brand line.

Sincerely,

M. A. Young

MAY/ams

Attachment

M-4

"We work for smokers."

51854 1759

First Quarter 1993 Conversion From Coupons to Retail Buydowns

Region **New Jersey #1200**

<u>Divison</u>	<u>Brand</u>	<u>Coupon</u>	<u>Quantity (sku's)</u>	<u>\$ Amount</u>
<i>Example Div.</i>	<i>Winston</i>	<i>\$1.50 off 2 packs</i>	<i>10 sku's</i>	<i>\$7,500</i>

Return to the Region Office prior to the Christmas Holiday

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First Quarter 1993 Conversion From Coupons to Retail Buydowns

Region **New Jersey #1200**

<u>Divison</u>	<u>Brand</u>	<u>Coupon</u>	<u>Quantity (sku's)</u>	<u>\$ Amount</u>
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Return to the Region Office prior to the Christmas Holiday

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